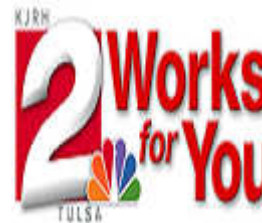


# ORDER



**Orders**  
**Order / Rev:** 199272  
**Alt Order #:**  
**Product Desc:** James Lankford Political Campaign  
**Estimate:**  
**Flight Dates:** 10/21/16 - 11/30/16  
**Original Date / Rev:** 10/18/16 / 10/18/16  
**Order Type:** GENERAL

**KJRH**

**Primary AE:** Jerry Burns  
**Sales Office:** KJRHL  
**Sales Region:** LOC

**Agency Name:** Rollins Communications  
**Buying Contact:**  
**Billing Contact:** Todd Rollins  
 P O Box 52667  
 Tulsa, OK 74152

**Billing Type:** Cash  
**Billing Calendar:** Calendar  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 0%

**Advertiser Name:** Families for James Lankford  
**Demographic:** A18+  
**Product Codes:** PL Non-Ballot Issue  
**Priority:** DEF  
**Revenue Code 1:** POL  
**Revenue Code 2:** POL  
**Revenue Code 3:** ISS

**New Business Thru:**  
**Order Separation:** 00:20:00  
**Advertiser External ID:**  
**Agency External ID:** 1  
**Unit Code:** General

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/16	10/31/16	4	\$36,897.00	\$36,897.00
11/01/16	11/30/16	4	\$26,853.00	\$26,853.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	4	\$36,897.00	\$36,897.00	0.00
November 2016	4	\$26,853.00	\$26,853.00	0.00
<b>Totals</b>	<b>8</b>	<b>\$63,750.00</b>	<b>\$63,750.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jerry Burns			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KJRH	10/21/16	11/30/16	Aud Ext. Political Aud Ext. Political	NON	Aud Ext. Political	-----	:00	0	\$0.00	P-3	0.00	NS	2	\$25,075.00
19 Day Audience Partners campaign; 40% Data Driven Display, 60% Data Driven Preroll															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-----		0				\$0.00		0.00			
	Week:	10/24/16	10/30/16	-----		0				\$0.00		0.00			
	Week:	10/31/16	11/06/16	M-----		1				\$14,517.00		0.00			
	Week:	11/07/16	11/13/16	-----		0				\$0.00		0.00			
	Week:	11/14/16	11/20/16	-----		0				\$0.00		0.00			
	Week:	11/21/16	11/27/16	-----		0				\$0.00		0.00			
	Week:	11/28/16	12/04/16	--W----		1				\$10,558.00		0.00			
N 2	KJRH	10/21/16	11/30/16	Banner Ad 300 + 728 Banner Ad 300 + 728	NON	Banner Ad 300 + 7	-----	:00	0	\$0.00	P-3	0.00	NS	2	\$5,000.00
19 Day KJRH.com ROS Campaign; 500k Impressions															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/17/16	10/23/16	-----		0				\$0.00		0.00			
	Week:	10/24/16	10/30/16	-----		0				\$0.00		0.00			
	Week:	10/31/16	11/06/16	M-----		1				\$2,900.00		0.00			
	Week:	11/07/16	11/13/16	-----		0				\$0.00		0.00			
	Week:	11/14/16	11/20/16	-----		0				\$0.00		0.00			
	Week:	11/21/16	11/27/16	-----		0				\$0.00		0.00			
	Week:	11/28/16	12/04/16	--W----		1				\$2,100.00		0.00			

Order / Rev: 199272  
 Alt Order #:  
 Flight Dates: 10/21/16 - 11/30/16

Advertiser: Families for James Lankford  
 Product Desc: James Lankford Political Campaign  
 Estimate:  
**KJRH**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KJRH	10/21/16	11/30/16	PPC Facebook & Instagram PPC Facebook & Instagram	NON	PPC Facebook & Instagram	-----	:00	0	\$0.00	P-3	0.00	NS	2	\$13,675.00
19 Day Facebook Click Campaign															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/17/16	10/23/16	-----			0		\$0.00		0.00					
Week:	10/24/16	10/30/16	-----			0		\$0.00		0.00					
Week:	10/31/16	11/06/16	M-----			1		\$7,900.00		0.00					
Week:	11/07/16	11/13/16	-----			0		\$0.00		0.00					
Week:	11/14/16	11/20/16	-----			0		\$0.00		0.00					
Week:	11/21/16	11/27/16	-----			0		\$0.00		0.00					
Week:	11/28/16	12/04/16	--W----			1		\$5,775.00		0.00					
N 4	KJRH	10/21/16	11/30/16	Aud Ext-G 300+728+160+Mob Aud Ext-G 300+728+160+Mob	NON	Aud Ext-G 300+728+160+Mob	-----	:00	0	\$0.00	P-3	0.00	NS	2	\$20,000.00
19 Day GDN Desktop + Mobile Campaign (Retargeting and Targeted Display)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	10/17/16	10/23/16	-----			0		\$0.00		0.00					
Week:	10/24/16	10/30/16	-----			0		\$0.00		0.00					
Week:	10/31/16	11/06/16	M-----			1		\$11,580.00		0.00					
Week:	11/07/16	11/13/16	-----			0		\$0.00		0.00					
Week:	11/14/16	11/20/16	-----			0		\$0.00		0.00					
Week:	11/21/16	11/27/16	-----			0		\$0.00		0.00					
Week:	11/28/16	12/04/16	--W----			1		\$8,420.00		0.00					
													Totals	8	\$63,750.00